

HEARN,

30 West Fourteenth Street.

THE TRUTH.

The whole truth, and nothing but the truth. Every body in the trade (wholesale and retail) knows about our recent purchases of Cloaks. Reports are somewhat exaggerated—we have not bought \$30,000 of one house and \$50,000 of another and \$17,000 of a third, but we have bought for cash the largest lots and the greatest bargains that were ever sold in fine Cloaks, and any lady who calls will find it so. We positively assert that we will show this week the largest and the richest stock of Plush, Brocade Velvet, Malmes, Silk, Stockingette, and fine Wool Black and Colored Cloaks, Dolmans, Newmarkets, Raglans, Jackets, and Tailor-made Cloaks that ever were or can now anywhere be found, and will positively sell at far lower prices than any other house will or can.

We see advertisements about offerings of millions that are not true. When we cannot buy and sell goods for our merits, and by stating facts, we will seek another occupation. The following prices can be relied on. We will sell

Plush Raglans, quilted linings, \$12; were \$25, and finer up to \$50, equally reduced.

Plush Dolmans, quilted satin linings, finished in every respect equal to the finest real seal, \$20; were \$45, and finer up to \$80, equally reduced.

Newmarkets, with fur, finish as above, \$40; were \$90.

Brocade Velvet Dolmans, with fur, \$20; were \$35, and other Dolmans and Newmarkets up to \$60, equally reduced.

Silk Dolmans, fur collar and trim, \$14; were \$25, and finer up to \$50, equally reduced.

Silk Malmes Cloaks, quilted linings, trimmed all round with deep fur, \$27; were \$45, and finer up to \$80, equally reduced.

Cloth Coats, tailor made, of fine stockinette and Wool Diagonal, \$48; were \$11.

Of these Cloaks we have over 500, ranging in price up to \$50, magnificently trimmed with fur, with Astrakhan, with Malmes, and with all the latest and most fashionable trimmings which will be found in garments of which we have sold duplicates at \$25. There is not one garment which we do not offer at less than half its value.

You will find Black and Colored Newmarkets in fine cloth and stockinette, tailor-made, exquisite fit, and magnificently trimmed with Astrakhan, at \$11, that were \$24, and no handseamer or fashionable garments can be found. We have some expensive Newmarkets up to \$50, but they are no better than those we sell at \$11.

Cloth Malmes Dolmans, with fur collar and deep fur all round, \$11; were \$22.

We could fill four columns with descriptions of new Black and Colored Cloth Dolmans, Raglans, Jackets, and Jackets, varying in price from three to thirty dollars, of equal value with the most expensive garments, but that those above quotations will suffice. We never, even at that of season, began to show the value that we offer now, at the beginning of December.

SEAL SACQUES AND DOLMANS.

You have been informed of increase in price of seal skins. We only repeat well-known facts when we state that at the last sale in London, where the skins are sent for finish and dye, there was an advance of from forty to sixty per cent., and next year these elegant garments will undoubtedly be sold at figures which will preclude their purchase except by the very wealthy.

Many dealers have already taken advantage of increase of value and advanced their prices. We would have done the same but for our invariable rule to sell an article the season it is bought, and would therefore have continued to sell at prices that prevailed before advance, but—

THE UNEXPECTED ALWAYS HAPPENS—we were called upon by a manufacturer, known as the very best, who wished to sell his stock without regard either to present or prospective values. You will therefore find with us this week the finest stock that has been shown at lower prices than you have ever bought, and in all probability, will ever buy again.

You will find quotations below. Quotations don't mean much unless you can rely on the responsibility of those who sell. We warrant every article as stated (our warranty is good), and if you buy of us you can take the garment to any other store, big or little, and compare. If returned unaltered or unworn within a week, we will refund the money if you think you can do as well either in quality or price. All our seals are Alaska and London dye—none better.

XX Raglans—40 inches long—\$110; were \$180.
XXX Raglans—40 inches long—\$140; were \$200.
XXXX Raglans—40 inches long—\$165; were \$250.
XXXX Dolmans—54 inches long—\$225; were \$325.

Prices vary according to size.

Besides the above, we will offer, but not recommend or guarantee, a lot of Raglans 39 and 40 inches long at NINETEEN DOLLARS.

Of the better qualities we have literally hundreds and hundreds. No house in this city can begin to show the assortment.

MISSER'S CLOAKS AND DRESSES.

We have commenced to close out in earnest, and will sell a large lot of Cloaks, Havelocks, Raglans, and Uppers for all ages, two to sixteen years.

TWO TO TEN DOLLARS,

THAT WERE

FIVE TO TWENTY DOLLARS,

and a lot of Handsome Dresses.

TWO TO SIX DOLLARS,

THAT WERE

SIX TO TWENTY DOLLARS,

and a lot of SILK AND VELVET DRESSES

AT EQUAL REDUCTIONS.

We have the finest stock of fashionable styles in Newmarkets, Tailor Coats, Havelocks, and Cloaks that we ever showed, and never named such popular prices as we will this week.

MURRAY FOR CHRISTMAS:

'Twill soon be here! What shall we buy? The money bought the better! Take time to look! Choice greater now, hurry less! Look at our novelties in real brocade and Brass Belle, Knives, Mirrors, Sconces, Paper Weights, and Card Receivers—prices right—no fancy profits! Look at our painted and embroidered Satin, Silk, and Plush Fancy Articles and Albums; Dresden Figures, Ornaments, and Vases; Leather Articles and Traveling Bags; and last, but not least, look at our elegant

ART EMBROIDERIES.

Here we indeed excel. The finest qualities, the most beautiful designs, the most popular prices—variety without end. We have not space to name one multitude of the marvels—beautiful plush and embroidered Ties, 25 cents to \$10. Table Scarfs, elegantly embroidered, \$2.50 to \$15. Plush Scarfs and Covers, \$1.49 to \$8.00. Table Covers, 90 cents to \$25. Lambrequins, 2½ yards long, \$4.95 to \$30. We thought we'd be dashed, but for just this moment received—

new and elegant Plush Covers, the most beautiful design yet offered, \$35 to \$125—whether you want to buy or not ask us to see them.

We have been in business many years, and are free to state that we have never known the time when we could buy and sell at such prices as now. We always buy for cash, and in times like the present have opportunities that do not come to all. Since the great decline during past few weeks we have bought many, many thousand dollars' worth of

VELVETS, SILKS, AND FLUSHES—

The advantages we gain in buying we share with those to whom we sell, and thereby hope not only to retain, but increase our business. We will sell this week

DRAPS DE COMTESSE,

PURE SILK,

ALL COLORS AND BLACK,

VERY WIDE AND BEAUTIFUL,

AND THE MOST

FASHIONABLE SILKS OF THE SEASON,

AT A

DOLLAR AND NINETEEN CENTS.

We have sold the same at \$2.50.

We will sell the finest quality All-Black Plush Colored Velvets for Dresses—every desirable shade—will worth \$0.50—at \$3.00. We will sell handsome Colored Dress Velvets at \$1.49, such as we sold at \$2.50. We are selling all our Black Velvets for Dresses and Cloaks at a reduction of Thirty per cent. Colored Plushes at \$1.25 that were \$2.50, and the largest assortment of Colored Plushes that can be found for Dresses, Cloaks, and Art Embroidery at lower prices than any other store will sell.

YOU WILL ALSO FIND

Colored Dress Silks, 88 cents; were \$1.25

Black and Colored Radmires, 80 cents; were \$1.75

Black and Colored Ottomans, 80 cents; were \$1.75

Ottomans and Gros Grains, 60 cents; were \$1.75

Brocade Silks, 50 cents; were \$1—90 cents; were \$1.35

Yard wide Brocade for Cloaks, \$1.47; were \$3

Siellannes, nearly two yards wide, \$3; were \$4

Magnificent fancy Brocade for dinner and reception dresses at \$3; were \$6.50; were \$10, \$7.50; were \$15.

Brocade Velvets, \$2.00; were \$5—\$3.40; were \$5.50

In BLACK AND COLORED DRESS GOODS,

In CLOTHS AND IN CLOAKINGS,

WE WILL GIVE EQUAL VALUE.

We have reduced all our fine French All-wool Fabrics and are giving equivalents for money such as have not been seen for years. We have no old stock and no inferior qualities, but name prices for fine goods that will enable customers to get value that will doubly repay a visit.

AT EIGHTY-NINE CENTS

We will sell fine all-wool double width reversible suits—Tribles, Melanges, Ottoman, invisible Checks, Silk Mixtures, and elegant fancy novelties that were \$1.75 to \$3—All-wool French Cloth for tailor suits 92 cents to \$1.22, that were \$1.25 to \$2—You will find Chaddas, Camels' Hairs, Cashmeres, Diagonals, Armures, and Checks (fine French all-wool goods), 30 cents to 60 cents, that were 60 cents to \$1.

At rear of store you will find

DRESS PATTERNS FOR HOLIDAY PRESENTS,

NINETEEN CENTS TO EIGHT DOLLARS.

YOU WILL FIND

The same popular prices in Cloakings, black and colored Beavers, Stockinette, Senakin Plushes, and Astrakhans.

We have everything from \$1.50 to \$6, some of which were double what we ask.

AND NOW

We come to that which all must buy.

DRESSES FOR PRESENTS.

This year we will outdo ourselves. We have been making preparations for the past two months—quietly, but surely. They who would now catch up must indeed be bright. We will show you very pretty Calico Dresses, put up in attractive form, for fifty cents, and from that price up to five dollars you can have a choice of beautiful Foulards and the very finest French Satens, exclusive styles. In Gingham, too, variety greater than any other store can show—at prices that challenge competition. All Calico, Foulard, Saten, and Gingham Dresses you will find in basement.

We repeat, no one has the assortment—No one names the prices.

HANDKERCHIEFS.

Look at the Ladies' and Gentlemen's Hemstitched Initials at 25 cents each, \$1.50 a half dozen, and those at 50 cents—all in handsome boxes. We have everything in Handkerchiefs, FOUR CENTS TO TWENTY DOLLARS. There are some very extraordinary bargains with fine hand embroidery—the finest Paris goods.

Look at the novelties in Silk—the price is wonderful. At sixty-nine cents you can buy the very finest all-silk 22-inch Handkerchiefs, with brocade Dahlias, Rose's heads, playing cards, fruit, and satin borders; worth \$1.25 to \$1.50.

IN GLOVES

Two special bargains. Four-button, fine quality, sixty-seven cents; value, \$1.25; and eight-button Mousquetaire, seventy-nine cents; value, \$1.35.

THERE WILL ALSO BE

Special bargains in Ladies', Gentlemen's, and Children's Merino Underwear and Winter Hosiery, and special bargains in Ladies' and Misses' Winter Skirts.

Among special bargains in Stockings you will find Schopier's solid colors, silk clocks, 30 cents; worth 60.

IN CHRISTMAS CARDS

novelties with fringes, three cents to three dollars:

ELEGANT STYLES AT

THE MOST POPULAR PRICES EVER KNOWN.

WE DID INTEND

to name the bargains we will offer in

HOUSEKEEPING GOODS

AND

LADIES', MISSES', AND INFANTS'

WHITE WEAR AND OUTFITS.

We have no space, but the bargains will be there.

NOR HAVE WE SPACE

to mention the bargains in Plush Albums and other holiday novelties—the Albums are really wonderful.

Sell low, commencing at 40 cents.



A FINE DAY IN CENTRAL PARK.

CHRISTMAS IS COMING, SURE ENOUGH! NONE HAPPY ON THIS JOYFUL DAY. IT IS NOT ALWAYS THE VALUE OF THE GIFT, RIGHT THING, THAT PUZZLES SO MANY WISE OR WHETHER FOR USE, ORNAMENT, OR GLITTER, OPEN FOOLISHLY! SURROUNDS THEM EVERY FINALLY DECIDING TO VISIT THE ESTABLISHMENT.



A COLD DAY ON THE AVENUE.

SO POOR BUT WISH TO MAKE SOME DEAR ONES BUT THE FORETHOUGHT IN SELECTING JUST THE GIDDY HEADS JUST NOW. THE TEMPTATION TO SPEND MONEY (AND HOW WHERE. WOULD IT NOT BE ADVISABLE BEFORE MENT OF

H. C. F. KOCH & SON,

FROM WHOM YOU STOCK YOU CAN SURELY SELECT SOMETHING OF REAL SERVICE TO YOUR FRIENDS AND WITH THE ASSURANCE THAT YOU GET FULL VALUE!

THEIR STOCK OF

FURS

contains many articles suitable for CHRISTMAS PRESENTS, such as

CAPE, GLOVE, SATCHELS,

IN NATURAL BEAVER,

SILVER FOX, AND LYNX,

SABLE, MINK, AND OTTER,

ASTRACHAN, RUSSIA HARE, &c.,

and every description of Trimming to match,

AT PRICES WARRANTED LOWER THAN ANY OTHER HOUSE.

IN OUR

SILK AND DRESS GOODS

DEPARTMENT

you will find Dress Lengths of

SILKS AND VELVETS,

CASHMERES, BHOODAS,

PLAIDS, &c.,

put up in Fancy Boxes at prices to suit the most economical.

Special attention is called to our stock of

SILK TURCOMAN CURTAINS

for Portieres.

Antique, Madras,

Gulpure, Real Lace, and

Nottingham

CURTAINS.

Raw Silk, Plush, and Embroidered

PIANO AND TABLE COVERS

at extraordinary low prices.

Special bargains in

Made up Laces,

Handkerchiefs,

Fancy Goods,

and Jewelry.

ORDERS BY MAIL PROMPTLY FILLED.

H. C. F. KOCH & SON,

6th Av. and 20th St.

E. J. Denning & Co

SUCCESSORS TO

A. T. STEWART & CO.

(RETAIL.)

IMPORTANT SALE.

700 Pairs

TURCOMAN CURTAINS,

In new and beautiful patterns, are

offered at

\$6.25 TO \$40.00 PER PAIR;

JUST REDUCED

FROM \$8.00 TO \$55.00.

ALSO

600 Pairs

JUTE VELOUR CURTAINS,

the newest styles, very handsome

and desirable, at

\$40.00 TO \$85.00 PER PAIR;

JUST REDUCED

FROM \$60.00 TO \$125.00.

Broadway, 4th Av., 9th & 10th Sts.

REFLECTORS.

Patent Reflectors.

The cheapest and best light known for lighting churches, halls, stores, store windows, factories, foundries, docks, and general use.

L. P. FRANK, 55½ Pearl St., N. Y.

E. J. Denning & Co

SUCCESSORS TO

A. T. STEWART & CO.

(RETAIL.)

PARISIAN FANS.

Elegant Holiday Gifts.

WE OFFER

2,000 FINE

FRENCH

FANS,

The Latest Styles and Designs,

Hand-painted & Embroidered,

Plain and Feather-trimmed,

SPECIALLY SUITABLE FOR

HOLIDAY PRESENTS,

AT

\$1.00 to \$10.00 Each,

Being 50 Per Cent.

BELOW RECENT RETAIL PRICES.

WE HAVE ALSO PLACED ON SALE

1,000

FINE SILK UMBRELLAS,

26 and 28 Inch,

With Handsomely Carved Handles,

At \$4.50 to \$7.00 Each,

JUST REDUCED

From \$6.50 to \$11.00.

Broadway, 4th Av., 9th & 10th Sts.

PUBLIC EXHIBITION

OF THE

MOSCHOWITZ

MODEL WAIST LINING,

AT

M. KAEMPFER'S,

207-FIFTH AVENUE-207

DAILY FROM 9 A. M. UNTIL 4 P. M.

THE PUBLIC IS CORDIALLY INVITED TO SEE THE

NEWLY-INVENTED MOSCHOWITZ MODEL WAIST

LINING, WHICH ENABLES EVERY LADY TO CUT,

BASTE, AND FIT DRESSES WITHOUT ANY KNOWLEDGE

OF DRESSMAKING, AS IT DOES AWAY WITH ALL

DESIGNING, TRACING, &c. THE LINING BEING

ALREADY MARKED FOR IMMEDIATE USE.

FOR SALE AT

STERN BROTHERS',

32, 34, 36 WEST 3RD ST.

AT

M. KAEMPFER'S,

207-FIFTH AVENUE-207

DAILY FROM 9 A. M. UNTIL 4 P. M.

THE PUBLIC IS CORDIALLY INVITED TO SEE THE

NEWLY-INVENTED MOSCHOWITZ MODEL WAIST